

QUARTERLY REPORT



CITY OF SUNNYVALE

WINTER 2002

SUNNYVALE PREPARES FOR THE UNEXPECTED

If September 11 taught Americans anything, it was that the unexpected can happen anywhere, anytime. But the autumn of 2001 also showed that people of the United States are resilient and able to meet extraordinary challenges. Like most communities across the nation, Sunnyvale has re-examined its preparedness for emergencies of all types, including disasters such as earthquakes and acts of terrorism. Here is a summary of the actions the City has taken in response to the events of September 11, and how the City has increased its readiness for unexpected, critical situations.

City Manager Bob LaSala has asked all City department directors

to evaluate their current spending priorities and reprioritize them in light of the terrorist attacks. In particular, our public safety department has instituted a number of steps to stay abreast of the latest developments and maintain a high state of readiness. Our public safety personnel have trained employees and publicized procedures to handle mail, given the anthrax scare. Further, Sunnyvale public safety officers continue to patrol the City and are working closely with organizations, schools, and businesses that feel they may be at increased risk of attack.

Public safety personnel also are meeting weekly to coordinate information generated internally with

information gathered from local, state, and federal agencies. They are communicating regularly with other police and fire departments at our City borders and across the region and state, as well as with the FBI. They are coordinating preparedness and response efforts with state, federal, and military agencies along with many of our local companies. Finally, they are sharing information, policies, and practices, and responding to challenging calls about potential biohazards as efficiently and effectively as possible.

Sunnyvale public safety officers are already fully cross-trained as firefight-

see Preparedness, page 3

ONLINE DATABASES SHARE NEIGHBORLY INFORMATION

Where's a good place to eat? Do you know when the train leaves for San Francisco? What's the closest child care center? Is there a cricket club around here?

Neighborly information that used to be exchanged over the back fence is now available 24 hours a day, seven days a week through Sunnyvale's new online *eNeighborhood* directory. It joins the online *Sunnyvale Resource Guide* as convenient and comprehensive sources of information for residents with questions about the community.

Both resources can be accessed from the Sunnyvale website www.ci.sunnyvale.ca.us at the link "Online Databases."

The Resource Guide covers the services and programs provided by the City of Sunnyvale, other government agencies, and nonprofit organizations. From A to Z, abandoned vehicles to zoning violations, it lists the topics of the most commonly-asked inquiries received by City departments and connects the user to the appropriate information page of the City's extensive website. Dozens of listings have links to other websites, and many subject entries



are cross-listed so that users can more quickly find the information they seek.

The Sunnyvale eNeighborhood is a directory of local websites of clubs, organizations, agencies, and businesses serving local residents. It also provides quick links to websites that contain information about Sunnyvale and the Valley, such as population and economic statistics. Links to businesses that serve the Sunnyvale community also are included.

"Both of these resources expand the opportunities for local residents to learn more about their community and to conveniently obtain answers to their questions and concerns," said Mary Walsh of the Sunnyvale Library. "They are powerful information tools that are always available through the City's web page." ☼

CITY PROGRAMS HELP MAKE HOUSING IN SUNNYVALE AFFORDABLE TO MORE

Making one of the most expensive real estate markets in the world more affordable to the people who live or work in Sunnyvale is the goal of several City housing programs.

"In this area, even families with two incomes may have problems in finding housing they can afford," said Annabel Yurutucu, the City's Housing Officer. "According to assistance guidelines, this means an individual with an income of \$48,350 or a family of four with a household income of \$69,050 is qualified. These would be enviable incomes in other parts of the U.S., but, as we all know too well, housing costs in the Bay Area are sky high compared to most of the country."

Sunnyvale has a long tradition of innovative policies and actions directed towards providing a broad range and choice of housing for the community, according to Yurutucu. For more than 15 years, the City has required that every new housing development provide at least 10% of its units — whether rentals or owned — at below-market rates (BMR). There are currently 190 purchased homes, condominiums or town-homes and 576 rental units that are part of the below-market rate program, including 30 units at the recently-opened, upscale Cherry Orchard apartment home complex at Mathilda and El Camino Real. There is a lengthy waiting list of people

who would like to be notified of available BMR units.

"Developers are aware of Sunnyvale's requirements when they purchase land here, so the requirement does not come as a surprise," explained Trudi Ryan, Planning Officer. "The below-market rate requirement has not appeared to deter the interest of housing developers in building in Sunnyvale."

In 2001, the City Council began to explore what could be done to help people who work for the public sector (such as the City of Sunnyvale and local school districts) find affordable housing options. During the first half of 2002, the emphasis will be on educating public employees and the real estate community about regional, state and federal housing programs already in existence.

"There are many programs from a variety of sources that help people buy their first home or receive some type of housing assistance," said Yurutucu. "The problem is that they can be difficult to find and confusing to understand. There are great opportunities out there, but they are only great if people know about them and can take advantage of them."

Yurutucu said the City is developing an innovative website that will help realtors and potential home buyers sift through available programs and identify those that have criteria they can meet. She hopes to

see Housing, page 5



**CITY OF SUNNYVALE
WINTER, 2002**

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Thank you for your feedback!

The Quarterly Report is available
on-line at www.ci.sunnyvale.ca.us

SHOP SUNNYVALE — SHOP, DINE, STAY AND PLAY

The City of Sunnyvale and the Sunnyvale Chamber of Commerce have launched a “Shop Sunnyvale” campaign designed to remind Sunnyvale residents and businesses about the importance of spending dollars in the local community.

Revenue from retail sales tax and hotel taxes (known as “transient

occupancy taxes”) are a very large portion of the general funds received by the City which, in turn, are used to provide the high level of municipal services we enjoy in Sunnyvale. In fact, a significant majority of the City’s general fund revenues comes from business-generated revenues. The general fund supports the public safety department, library services, our beautiful parks, recreation activities, and public works department as well as other community services. We encourage you as a resident, Sunnyvale business employee, or business owner to buy locally.

Shop Sunnyvale stores. We have over 50 shopping centers all across Sunnyvale, including brand new stores opening in the downtown, quaint shops along historic Murphy Avenue, popular retailers, and mom-and-pop corner stores.

Dine in Sunnyvale. Our community offers a broad array of culturally diverse eateries where you can sample delicious international cuisine as well as local favorites. The menus will delight your palate and help put dollars back in the City. Call the Chamber of Commerce at 736-4971 for a free Dining Guide that will



provide a whole list of taste-tempting suggestions.

Stay in Sunnyvale. Whether you have business visitors in town or your in-laws are coming for a visit, our local hotels offer a wide variety of hospitality services. If you need a list of hotels, the Chamber can fax or email the information.

Play in Sunnyvale. Take advantage of the entertainment opportunities in Sunnyvale. Sunnyvale offers visitors and residents places to play sports, swim, hike, bike, dance, entertain business visitors, enjoy theater or browse through museums.

Shop Sunnyvale, and keep your dollars working for our community!

This article was adapted from an article written by Suzi Blackman, CEO of the Sunnyvale Chamber of Commerce. ☺



COMING ATTRACTIONS IN DOWNTOWN SUNNYVALE

Get ready for a blockbuster year of exciting new features!

More Parking

The new 962-space parking garage by J.C. Penney’s is open for free parking with no time limits. Free valet parking continues to be offered, with drop-off in Town & Country Village.

More Stores & Restaurants

Target will open in the spring in the old Montgomery Ward location,



and additional stores are scheduled to be built and/or added at WAVE/Town Center Mall.

More Office Space

Construction is underway of the first of three multi-story office buildings in the Mozart Office Plaza complex. Two major corporate tenants, Handspring and Broadcom, are already signed and plan to begin to move into their new headquarters starting later in 2002.

More Convenience

Work has started on the Multimodal Transit Center which will add a multi-level parking garage, new transit station, and other amenities to make public transit more convenient.

More Events

Soon downtown Sunnyvale will be the site of more community events and celebrations. Like the popular Saturday morning Farmer’s Market, downtown gatherings will add to the sense of community that both long-time and recently-arrived Sunnyvale residents enjoy.

For more information on the plans for downtown Sunnyvale, or to access the online Downtown Business Directory, visit the City’s website at www.ci.sunnyvale.ca.us and click on “Sunnyvale Downtown Development.” For answers to construction questions, call the Downtown Hotline at 737-4900. ☺

DIRECT CALLING ROUTE TO PUBLIC SAFETY

A new phone system has been installed in the Sunnyvale Public Safety Department that allows non-emergency callers to route their calls themselves to the appropriate division, rather than waiting for a central operator to transfer them to the right person. Callers also have the option of bypassing the system to reach a staff person for translation or routing assistance.

Most calls to the main Public Safety non-emergency phone number, 730-7100, are intended for a specific Public Safety or City office. When many calls are received at

one time, going through a central operator could result in a wait on hold before the caller is transferred.

The new phone configuration, devised by Public Safety and Information Technology personnel, improves efficiency and makes the system more responsive to residents, according to Laura Phillips, Technical Services Manager in the Public Safety Department. “We spent a great deal of time investigating the best possible solution to cut the wait time and improve our service delivery.”

City staff is compiling statistical information on use of the new system including the number of calls, call answer and waiting times, where people have chosen to route their calls, and how many people have hung up before their call was completed. The data will be used to analyze how well the new system is doing in handling non-emergency calls effectively.

Residents who would like to offer feedback on the phone system in Public Safety, can email Phillips at lpillips@ci.sunnyvale.ca.us or call her at 730-7165.

PREPARING FOR EMERGENCY INVOLVES COMMON SENSE AND EVERYDAY ACTIONS

The responsibilities of residents in emergency situations are the same, no matter the cause: remain calm, be aware, and take sensible actions to protect yourself, your family, your co-workers, and your neighbors.

Whether the threat comes from Mother Nature or individuals with criminal intent, the key is to be vigilant and to be prepared. Be aware of your surroundings. Report suspicious persons, objects, packages or vehicles by calling 9-1-1. Think about how to quickly evacuate your home, workplace, shopping area, movie theater, or a public area if there is a fire, earthquake, or another type of emergency.

No matter what is happening, cooperate with authorities and follow their instructions. They are trained to know what to do to keep you safe. Tune to a local radio station for further emergency information, and stay away from the area impacted so that you do not get in the way of emergency personnel doing their jobs. Three AM radio stations (KCBS 740, KGO 810, and KNBR 680) are designated as emergency stations in the Bay Area. Other radio and TV stations will also carry information related to the emergency.

Here are a few tips on how you can better prepare at home and at work for an emergency situation:

Home Preparations

- Place emergency numbers on your phone and teach children

- when and how to use them.
- Stockpile enough water, canned food and other emergency supplies for 3-7 days. Be sure to include portable radio, flashlights, plenty of batteries, blankets, prescription medicines and a first aid kit.
- Make copies of important documents and store them in a safe place away from home.
- Create an individual and family emergency plan. Identify a meeting place away from your home where your family can meet if you are separated. Also select an out-of-state contact person that separated family members can call to report their whereabouts. (In a disaster, it is often easier to access long distance phone lines than to make local calls.)

- Check on your child's school emergency plan and designate a trusted adult to pick up your child during an emergency, if you are unable to do so.

Workplace Preparations

- Assemble emergency supplies to be stored in a disaster kit for your office or vehicle.
- Know the building evacuation routes and which is closest to your personal work area.
- Learn and adhere to the company's accountability plan. Be aware of any potential hazards at your place of work.
- Actively participate in company drills. 🌀

WHAT TO DO IF TRAPPED IN DEBRIS

If you are trapped in debris as the result of an earthquake or another emergency, remain calm and follow this advice:

- Conserve your energy.
- Cover your mouth with a handkerchief or clothing and attempt to alert authorities to your whereabouts by tapping on a pipe or wall so rescuers can hear where you are. Shout only as a last resort. Shouting can cause exhaustion and also may cause you to inhale dangerous amounts of dust.
- If you have a cell phone with you, use it to call authorities or family.

IF YOU ARE ASKED TO "SHELTER IN PLACE"

Residents of North Bay communities who live near oil refineries and industrial railroad lines are already familiar with the request to "shelter in place" when potentially toxic fumes from a fire or spill hit the air. In the rare instance that a biotoxic situation would occur in Sunnyvale, here are some guidelines on what to do.

- Do not panic. Remain calm.
- Go inside immediately, and bring pets indoors.
- Close all windows and doors. Cut plastic sheeting to cover windows and tape in place.
- Close all outside air vents. Turn off cooling, heating or ventilating systems.
- Seal cracks under doors with damp towels.
- Check the fireplace, extinguish the fire if lit and close the damper.
- Seal gaps around window type air-conditioners and electrical and cable television outlet openings for extra protection.
- Turn on the radio for further emergency information.

IT TAKES A COMMUNITY TO KEEP A COMMUNITY SAFE

In addition to making preparations to take care of yourself, your family, and your neighborhood in the event of a disaster, Sunnyvale residents have other opportunities to help the community during an emergency situation.

Get ready

The Sunnyvale Neighborhoods Actively Prepare (SNAP) program teaches residents to function independently of outside services for the first three days of a major emergency. Knowing essential preparedness tips

will help you minimize the impact of a major emergency on your family, home and neighborhood. For information, contact Cherel Sampson at 730-7198.

Get set

Ham radio operators provide vital communication links when normal systems are inoperable or overloaded. Residents who are interested in becoming a ham radio operator are invited to become a member of the Sunnyvale Amateur Radio Emergency Services (SARES) group,

which meets quarterly. Novices are encouraged to attend to learn about radio operations and to prepare to get their license. For information, contact Cherel Sampson at 730-7198.

Go

Volunteers are needed year-round in many City departments and community groups. For information on openings and their responsibilities, contact the City's Volunteer Coordinator, Romie Georgia, at 730-7536. 🌀

HOW TO REPORT AN EMERGENCY

- Speak slowly and clearly
- State your name
- Describe the emergency — WHAT happened, WHERE it happened, WHEN it happened, WHO is involved
- Stay on the phone. Do not hang up until asked to do so.

EMERGENCY TELEPHONE NUMBERS

Police, Fire, Ambulance
911

PG&E
800-PGE-5000

Santa Clara County Public Health
408-855-4214

State Safety Information & Referral Line
800-550-5234

PREPAREDNESS

continued from page 1

ers, police officers and emergency medical technicians. This allows the maximum flexibility and agility in deploying qualified personnel to all types of incidents.

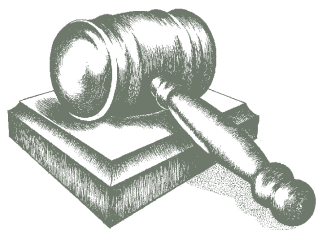
When a major emergency occurs, the City activates its Emergency Operations Center (EOC), a central location where key City staff assume specific duties in responding to an emergency. The system is pre-defined and, when activated, supports the

City's overall emergency response and recovery efforts.

Most communities have an EOC protocol, and other cities, the county, state and federal agencies are ready to cooperate with each other if assistance is needed. Public and private health care providers are part of the emergency response strategy, and there are relationships already established with other regional organizations that are

willing to share information, policies, and practices.

Public safety personnel are also in close touch with local corporations in helping them to prepare for emergencies and in patrolling higher risk locations if a threat is perceived. Any business in Sunnyvale can call the Crime Prevention Unit at 730-7140 and the Emergency Preparedness Unit at 730-7190 to request a consultation on preparedness measures. 🌀



GOVERNMENT IN ACTION

CITY COUNCIL SETS PRIORITIES FOR 2002 STUDIES

Improving community outreach, light rail corridor alignment, and reviewing potential impacts that might result from implementation of Proposition 36 are among the highest priorities for the Sunnyvale City Council to study in 2002. The ranking of issues for consideration by the City of Sunnyvale was the result of the annual priority setting workshop held by the City Council on December 13, 2001. The workshop was preceded by a public hearing in November. Each year the Sunnyvale Council sorts through a list of approximately 50 or 60 potential study issues that have been suggested by citizens, businesses, community organizations and City Councilmembers and staff over the course of the year.

“The Study Issues process allows the City to focus its attention and resources on the key issues of interest to the community,” said City Manager Robert S. LaSala. “It gives clear direction to our staff about what the City Council wants done, it enables Councilmembers to do a more effective job at making good policy decisions in an orderly fashion, and it tells the public when their important issues are due for debate by the City.” As a result of the workshop, many items are dropped from con-

sideration, others are deferred to next year, and the remaining issues are ranked in order of importance by the City Council. Following the workshop, City staff reviews the lists and determines what is possible given existing resources and day-to-day operations. Then a calendar is prepared with a specific schedule for when particular issues will be completed and on the Council agenda for consideration. The City Council will adopt this “study calendar” at its January 15 meeting. ☼

KEY 2002 PRIORITIES

The highly ranked items will be analyzed by City staff over the course of the year to identify issues, alternatives, and their impacts on services, the community and costs. Among the new issues ranked high by the City Council at its December workshop are:

Office of the City Manager

- Explore options to improve community communications and outreach
- Enhance KSUN, government access cable channel 18, for public communication

Community Development Department

- Review potential impacts that might result from implementation of Proposition 36 (Proposition 36, approved by California voters in the 2000 general election, requires probation and drug treatment, not incarceration, for possession, use, or transportation of controlled substances and similar parole violations, except sale or manufacture.)
- Study privacy issues between residential and non-residential developments and zoning districts

Parks and Recreation Department

- Develop a master plan for the Orchard Heritage Park site

Public Safety Department

- Evaluate the possibility of traffic enforcement on private property, such as mobile home parks
- Study the critical communications skills training, community trust levels, and citizen complaint process in the Department of Public Safety

Public Works Department

- Sunnyvale light rail corridor alignment study
- Review the Sunnyvale Municipal Code as it relates to bicycles and pedestrians
- Study the need for increased downtown smoking regulations / clean-up

SUNNYVALE MUNICIPAL ELECTION RESULTS

Here are the final results of the November 6, 2001 municipal election.

Council Seat #1

	Vote Count	Percentage
Fred Fowler	6,030	58.4%
Tom Dwyer III	4,301	41.6%

Council Seat #2

	Vote Count	Percentage
Julia E. Miller	5,749	56.0%
Judy S. Esteban	2,662	25.9%
Michael Anthony Flores	1,848	18.0%

Council Seat #3

	Vote Count	Percentage
John N. Howe	6,702	65.8%
Ron Ayers	3,478	34.2%

Voter Registration and Turnout

Total registered voters:	55,214
Total votes cast:	10,513

MAYOR, VICE MAYOR SELECTED

Vice Mayor Fred Fowler was selected by the City Council to serve as Mayor and Councilmember Julia Miller will fill the post of Vice Mayor.

The Sunnyvale City Council each November selects one of its members to serve a 12-month term as mayor and a second Councilmember to be vice mayor. The rotation is traditionally based on seniority of service on the Council.

Fowler was first elected to the City Council in 1997 and was re-elected to a second four-year term in the fall of 2001. He served as vice mayor last year. Prior to joining the Council, Fowler served on the Sunnyvale Housing and Human Services Commission and was president of the Lakewood Village Neighborhood



Mayor, Fred Fowler

Association. He owns a computer programming consulting firm in Sunnyvale.

Miller was first elected to the City Council in 1997 and was also

re-elected to a second four-year term in the fall of 2001. Prior to joining the Council, Miller served on the Sunnyvale Housing & Human Services Commission and the Personnel Board. She serves on numerous boards and committees, including the Bay Area Air Quality Management District Board of Directors and Association of Bay Area Governments Executive Board.

New Councilmember Elected

Newly-elected Councilmember John Howe took his seat on the Sunnyvale City Council at the same meeting when the new mayor and vice mayor were selected. Howe, a former member of the Sunnyvale Planning Commission, was elected to the seat vacated by Jim Roberts who was ineligible for re-election because of term limits. ☼

CHANGES ADOPTED FOR BOARDS, COMMISSIONS TO INCREASE THEIR EFFECTIVENESS AND APPEAL

The results of a year-long study on how to strengthen the effectiveness of Sunnyvale's boards and commissions and enhance their appeal to residents were presented to the City Council in the fall, and several changes were adopted.

The recommendations were based on information and opinions gathered from surveys of current members of boards and commissions, the City Council and City staff that work with the groups, plus research about "best practices" in other cities of similar size to Sunnyvale who are respected for their track record of civic participation.

"Boards and commissions are important components of the democratic process in Sunnyvale," said Robert LaSala, City Manager. "The residents who serve on these bodies help the City Council gather and analyze the opinions of the fellow citizens about issues and policies in the City. They extend the reach of City Hall farther into the community."

Many of the staff recommendations focus on better preparing individuals to serve on boards and commissions through training workshops and an orientation program. The report also suggests additional activities to publicize openings on boards and commissions and recognize the contributions these volunteers make to effective municipal government. These efforts include a speaker's bureau of former and current commissioners who are willing to talk about their civic participation experience and providing a standing agenda item on every Council agenda for boards and commission announcements.

Other report recommendations include:

- Retain the term length of four years for all City boards and commissions, but establish a standard term limit of two terms for all

boards and commissions, with an allowance for an additional unexpired term of less than two years. The current waiting period that prevents a board/commission member from applying for another board or commission for two years would be eliminated. These changes would be part of the next package of City Charter changes submitted to voters.

- Reduce the Housing and Human Services Commission from 15 to nine members and the Child Care Advisory Board from 12 to seven members, all through attrition of current members. Transition plans for both changes will be presented to Council in early 2002.
- Change current policy so that a family or household relationship with City employees would not eliminate an individual from serving on a board or commission. The relationship will still be disclosed in the application and during the interview process with

the City Council, and conflict of interest guidelines strictly followed.

- Revise meeting attendance policy for members of boards and commissions so that each person is allowed one personal leave, excused absence per year. Three consecutive unexcused absences disqualifies a member from the board or commission.

"These changes will strengthen Sunnyvale's boards and commissions and help the City attract more applicants and retain board and commission members longer," said LaSala. "Ultimately, the outcome will be the development of the best policy advisors to the Council who contribute to building a quality of life environment in Sunnyvale."

More information on the scope of responsibilities for each board and commission is available from the City Clerk's Office at 730-7483 or on the City's website at www.ci.sunnyvale.ca.us.

HOME IMPROVEMENT HELP ALSO OFFERED BY CITY

Several programs are offered by the City of Sunnyvale to help local low income residents maintain their homes and make them more livable. For further information, contact the Housing Office at 730-7250 or check the City's website at www.ci.sunnyvale.ca.us/community-dev/housing.

- **Major rehabilitation loans** of up to \$60,000 per unit are available to help property owners take care of deferred maintenance and

bring housing up to current code requirements.

- **Home access grants** are available to help pay for the installation of ramps and grab bars in homes where seniors or disabled have limited mobility. The City of Sunnyvale also owns and makes available at no charge a small quantity of electronic lifts that are lent to residents who live in units where ramps are not feasible.



- **Energy efficiency loans** of up to \$25,000 per unit are designed to replace windows, heating units and refrigerators with more energy-efficient models and to better weatherize residential units so that heat is not lost during the winter and air conditioned air is not wasted during the hot summer months.

- **Paint grants** allocate up to \$3,000 to help property owners paint the exterior of their homes.

- **Mobile home repair** loans are available for up to \$15,000.

- **Emergency repair grants** of up to \$5,000 are available to handle unexpected home repairs such as replacement of a water heater or a sewer line in households with limited income.

HOUSING

continued from page 1

have the website fully operational later in 2002.

This spring, the City is launching a series of educational events for public employees, school district employees, and child care teachers that will teach them how to manage their personal finances and take the steps necessary to get ready for home ownership. And by mid-year, the City Council will consider the adoption of a down payment assistance program for public employees that will help them buy homes in Sunnyvale or contiguous communities. Details of this program including amounts, terms, and criteria for participants are still being developed.

Another way in which the City helps to make housing more affordable to its residents is through investment in housing programs of other government and nonprofit agencies. Sunnyvale contributed

\$500,000 to the Housing Trust Fund, for example, an affordable housing effort led by the Silicon Valley Manufacturing Group, Community Foundation Silicon Valley, the Santa Clara County Board of Supervisors and about 70 other community partners. The \$20 million total fund will be leveraged with private development dollars and state and federal funds to provide more than \$200 million in housing assistance programs, including low interest loans for first-time homebuyers.

Last year, the City of Sunnyvale provided \$2.8 million to Mid Peninsula Housing Coalition for the acquisition of a 222-unit apartment complex so that it would not be converted to market-rate and lost from the affordable housing inventory. Other partnership investments were made by the City in an SRO (single room occupancy) facility, a

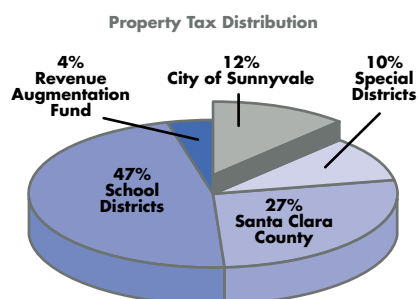
housing complex for developmentally-disabled individuals, and programs designed to shelter the homeless. Sunnyvale staff also participated last year in a new North County Coalition, along with Mountain View and Palo Alto representatives, to develop strategies to encourage more apartment and rental home owners to accept tenants who receive Section 8 federal housing assistance.

"The City is eager to partner with other municipalities and nonprofit organizations in finding ways to expand the inventory of affordable housing in our community," Yurutucu said.

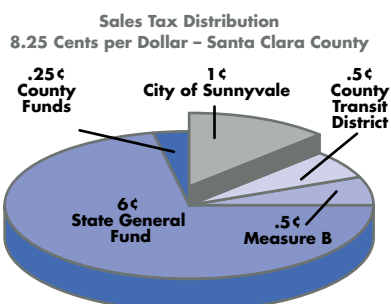
More information about Sunnyvale's housing programs is available on the City's website at www.ci.sunnyvale.ca.us/community-dev/housing or by calling 730-7250.

WHERE DO YOUR LOCAL TAX DOLLARS GO?

The Answers May Surprise You



Source: HDL Coren and Cone



Source: State Board of Equalization

For every dollar of property tax that you pay, how much goes to the City of Sunnyvale?

- a) \$1 - all of it
- b) 50 cents
- c) 12 cents

If you answered c., you were right. Many people believe that all of their property taxes are used to pay for local property-related services, but this is not so. Almost half of your property taxes are used to pay for schools, while more than one-quarter go to the County to pay for services such as the health and hospital system, the social services agency, law and justice agencies, and general government.

The City of Sunnyvale receives only 12 cents of every property tax dollar paid by property owners in the City. This funding goes to the City's general fund to help pay for

services like police, fire protection, parks, libraries, and street maintenance. Property taxes only pay for a very small amount — less than 11 percent — of the total cost of the City services that residents enjoy.


Another source of revenue that helps to pay for vital City services is sales tax. The sales tax rate in Santa Clara County is currently 8.25 percent. That means for every dollar of taxable purchases you make, you pay an additional 8.25 cents in sales tax. Once again, how much of that sales tax goes to the City of Sunnyvale?

- a) 8.25 cents — all of it
- b) 3 cents
- c) 1 cent

If you answered c. again, you're on a roll! The state receives the largest share of the sales tax, which goes to the state's general fund to pay for services such as K-12 and higher education, health and social services, transportation, the judiciary, and criminal justice. The City

receives just one penny in sales tax for every dollar of taxable purchases. Overall, sales taxes pay for about 16 percent of the cost of City services.

If property and sales taxes pay for such a small amount of City services, you may be wondering where the remaining revenue comes from. The single largest source of revenue is actually user fees. For many services - such as water, garbage, sewer, and to some extent recreation services and others - the City charges users directly for the cost incurred to provide those services. This "fee for service" approach helps to keep local tax rates down while still delivering high quality services that residents have come to enjoy.

For more information about the City's revenue sources and expenditures, see the fiscal year 2001-2002 Adopted Budget Summary, available on the City's website at www.ci.sunnyvale.ca.us/adopted-budget2001/budget.pdf. 

COMMUNICATION WITH CITY IS TWO-WAY STREET

Good communication between a city and its residents means providing many different ways that citizens can find out what's going on and have input on the policies and activities that affect their lives.

The City of Sunnyvale has received national recognition as a "well-run city," and one reason is because of its emphasis on customer service and two-way communication. The City strives to ensure that residents know what is going on in government, and that government knows the needs, wants, and ideas of the people it serves.

As the "heart of Silicon Valley," is it not surprising that the City of Sunnyvale has an extensive website (www.ci.sunnyvale.ca.us) to provide both top-line and in-depth information about Sunnyvale programs, services, events, trends, and policies under consideration and adopted. Residents are encouraged to send emails to City staff and to check the website frequently for updated information, and they do. The City's website averages 13,350 visitors a month.

Another popular communication vehicle is this publication, the Quarterly Report, which is sent to all residents and businesses four times a year. Briefer updates are frequently included as inserts with utility bills. The City also provides a lot of information about Sunnyvale happenings to local newspapers, radio and TV

stations as another means of "getting the word out."

Here are a few of the most frequently-asked questions about how the City gathers input from residents on issues and policies.

How can I speak at Council meetings?

There are actually three opportunities at every City Council meeting for residents to share information and opinions. The first is at the beginning of the agenda during Public Announcements. At this time, any member of the public can make announcements about community events, programs or recognition.

All public hearings scheduled on the agenda are just what the name implies — an opportunity for the public to offer comments on proposed policies or projects before the Council makes a decision. The City Clerk's office is the best source of information on the dates of public hearings for specific projects. The agenda for each City Council meeting is posted in City Hall, available in the library and on the City website, and is advertised in the Mercury News and the Sunnyvale Sun.

The third section of each Council meeting devoted to public input is during the Citizens To Be Heard part of the agenda. At this time, residents can offer comments, make suggestions, or ask questions on any topic.

What if I cannot attend a Council meeting in person?

Residents are also encouraged to present their views to members of the City Council in writing. Letters can be mailed to the City of Sunnyvale, Attn: City Council, P.O. Box 3707, Sunnyvale, CA 94088-3707, and emails sent to council@ci.sunnyvale.ca.us.

Are Commission, Board and other meetings also open to the public?

Absolutely. Under the Brown Act, every meeting of the legislative body of a local agency (including advisory committees, commissions or boards, as well as standing committees of legislative bodies) must have public notice and a written agenda. Residents are encouraged to attend any meeting that is of interest to them, and to offer ideas and information in person or in writing. Sunnyvale's Boards and Commissions are as follows: Arts Commission; Bicycle and Pedestrian Advisory Committee; Board of Building Code Appeals; Board of Library Trustees; Child Care Advisory Board; Heritage Preservation Commission; Housing and Human Services Commission; Parks and Recreation Commission; Personnel Board; and the Planning Commission. Upcoming meeting dates and times are listed in the Community Calendar on page 11 of this Quarterly Report.

How can I learn about community meetings?

In order to gather input from residents about a specific issue early in the planning process, the City of Sunnyvale will often hold informal community meetings. City staff go to great efforts to make sure that the people most affected by or interested in the topic are notified about these meetings. Notices are sent to people who live in a neighborhood that may be impacted, to anyone who has expressed an interest in the subject, and to community organizations that may be concerned about the issue. These community meetings are also publicized on the City website and through flyers posted in City Hall and the library.

When the meetings are scheduled quite a bit in advance, they can also be announced in the Quarterly Report. If an exact date isn't known, the Quarterly Report may feature an article about the issue and invite people to register their names and addresses so that a notice can be sent when the meeting date and time is known.

What if I have an idea for a new program or service?

If you have an idea for a new program or service, tell the City Councilmembers about it. Ideas for new programs or services come from many places, and the City has developed an organized process for prioritizing these ideas and acting on the ones with the highest priority. Each year the City Council holds a special public hearing to solicit ideas and suggestions from citizens and community organizations as well as to get input on ideas already proposed. However, you do not need to wait for the public hearing to give input, as ideas are collected throughout the year for consideration through the annual process. Toward the end of the year, the City Council reviews issues of community concern and identifies its priorities for study in the following year.

How do I register a complaint?

For organizations committed to improving customer service, complaints are often viewed as "nuggets of gold" in identifying processes that need to be streamlined or communication that needs to be clarified. The City of Sunnyvale wants to hear from you, no matter what you have to say.

see Communication, page 7

COMMUNITY PROGRAMS

CULTURAL ARTS PROGRAMS BRING MUSICAL VARIETY TO SUNNYVALE

Three quite different music performances are scheduled for Sunnyvale in the next few months as part of the Evening of Cultural Arts series sponsored by the City of Sunnyvale and the Sun newspaper. All shows will be presented at the Sunnyvale Community Center Theatre, 550 E. Remington Dr.

South American folk music will be showcased on February 8 and 9 in the “Strings of Fire” performances by Cuerdos de Fuego, a trio composed of master harpist Ramon Romero from Paraguay, Raphael Aparicio of Venezuela who plays the cuatro and maracas, and Carlitos Sermeño, talented guitar artist from El Savador. The concerts at 8 p.m. will present the fiery rhythms and passionate texture and tones of music from the people of South America.

Grammy-award-winning fiddler Laurie Lewis comes to town for concerts on March 15 and 16, accompanied by singer partner Tom Rozum on mandolin, guitar and vocals. Lewis is a one-woman phenomenon: a gifted writer, an exquisite singer, and a whiz on the fiddle. Her voice and the power of her originals are backed by soulfulness gathered

through generations of improvisational bluegrass, golden rich jazz, and swing. Showtime is 8 p.m. both days.

Nationally-known cabaret singer Wesla Whitfield closes the “Evening of Cultural Arts” series on April 5 and 6 with a program of Broadway tunes, movie songs, and Hit Parade numbers known collectively as “The Great American Songbook.” Whitfield has performed in cabaret venues throughout the U.S. and has appeared at Carnegie Hall and the White House. Curtain time is 8 p.m.

Tickets are \$20 general admission per performance. \$18 reduced price tickets are available for seniors and students for Friday evening performances only. A subscription ticket for three performances is \$42. For further information or to purchase tickets, contact the box office at 733-6611.

More in store at Sunnyvale Community Center Theatre

The Sunnyvale Community Center Theatre hosts a variety of theatre performances and cultural enrichment programs showcasing some the finest talents working in the Bay Area.

In addition to the Evenings of Cultural Arts performing arts series,

which showcases a variety of culturally diverse music and dance performances, Sunnyvale’s charming 200-seat theatre is the home to two resident theatre companies. The companies are Sunnyvale Community Players, which is co-sponsored by the City of Sunnyvale, and California Theatre Center, a professional children’s theatre company and a summer professional repertory company.

The theatre is also rented out for piano and dance recitals, independent plays, lectures, and weddings. Summer musical theatre camps offer over 100 children the opportunity to develop music, dance and drama skills and perform on stage in front of an audience of friends and family. The theatre is booked 340 days a year, seven days a week, and hosts over 500 performances serving more than 75,000 people a year. The Community Center Theatre is one of the most heavily used public facilities in Sunnyvale! See the Leisure Activities Calendar on page 11 of this Quarterly Report for a list of upcoming performances. For more information about theatre programs or to rent the Community Center Theatre call 730-7350. 🌟

PATHWAY NOW CALLED JOHN W. CHRISTIAN GREENBELT

A two-mile stretch of bike and pedestrian pathway along the Hetch-Hetchy right-of-way between Orchard Gardens and Fairwood Park has been named the John W. Christian Greenbelt, in honor of a former Sunnyvale Director of Parks and Recreation. The pathway was formerly called the Hetch Hetchy Greenbelt.

During Christian’s tenure with the City, seven additional acres of the Hetch-Hetchy right-of-way were improved with landscaping and paved trails. The section that now bears his name provides open space and a natural setting link between two schools, Fairwood and Lakewood, as well as Fairwood and Lakewood Parks and a proposed park that will be sited between Morse and Fairwood Avenues.

Christian served as Director of Parks and Recreation from 1988 until his death in August of 1996. He was an enthusiastic supporter of the Hetch-Hetchy greenbelt concept and its potential to link neighborhoods, schools and recreational facilities in City parks while adding beautiful and usable open space to the City.

JOB OPPORTUNITIES

Have you unexpectedly found yourself caught in the dot-com downsizing? Are you gainfully employed but curious about what else is out there?

Check out job opportunities with the City of Sunnyvale...

On the Web
www.ci.sunnyvale.ca.us/human-res/openings.btm. Check frequently! Announcements are often posted for only a few weeks.

In Person or By Mail
City of Sunnyvale
Department of Human Resources
456 West Olive Avenue
Sunnyvale, CA 94086

By Phone
730-7490.
To request application materials, call 737-4970.

By E-mail
personnel@ci.sunnyvale.ca.us

...And remember, NOVA offers FREE job seeker services

The NOVA Career Connection Resource Center is available to help guide you toward employment by offering job seeker services such as:

- Access to Job Postings
- Internet Access
- Resume Critique
- Company and Industry Research Database

For more information about NOVA, visit our website at www.novaworks.org or call 730-7232. NOVA is a seven-city workforce development consortium administered by the City of Sunnyvale. 🌟

GOVERNOR DAVIS VISITS SUNNYVALE TO ANNOUNCE EMPLOYMENT GRANT

Governor Gray Davis visited Sunnyvale on November 19 to announce a \$7 million grant to help combat unemployment in Silicon Valley. The grant was awarded to NOVA, Sunnyvale’s Employment Development Department, to continue their STAR program which provides skills testing, assessment, and reemployment services to unemployed individuals looking for work. NOVA’s grant was part of a larger \$38.9 million package announced by Davis to help California workers who have lost their jobs find new employment.

For more information about the STAR program call NOVA at 730-7232 or visit the website at www.novaworks.org



NOVA Director Mike Curran introduced Governor Gray Davis who announced new grant funding for the unemployed.

COMMUNICATION

continued from page 7

Residents are invited to contact City staff and departments as well as City Councilmembers. Residents can also provide feedback via a Feedback Form posted on the City’s website, which is routed to the appropriate City staff person for response. Residents can also call the Executive

Assistant to the City Council at 730-7473, to arrange to speak with a Councilmember.

If the complaint is a report about a possible violation of a City ordinance or code, residents should contact the Neighborhood Preservation Office, 730-7610.

Can I speak with the Mayor in person?

The Mayor holds regular office hours at City Hall every week to meet with residents individually. His office hours are Mondays from 3:30 to 4:30 p.m. and Thursdays from 9:00 to 10:00 a.m., and alternative hours can be arranged if necessary. 🌟

WHAT'S THERE FOR TEENS TO DO IN SUNNYVALE? *LOTS!*

CHANNEL 60 SUNNYVALE'S PUBLIC ACCESS STATION

Tune in to cable Channel 60 to watch programs on a wide range of topics produced by members of the general public. Please share your comments, ideas, or suggestions about public access programming on cable Channel 60 by emailing PublicAccess@ci.sunnyvale.ca.us or mailing your comments to City of Sunnyvale, Attn: Channel 60, P.O. Box 3707, Sunnyvale, CA 94088-3707.

Please note: Channel 60 programming is currently in a one-year pilot phase that started in March 2001. During the pilot phase, programming is limited to Sunnyvale producers who have active Producer Agreements with the De Anza TV Center as of July 2000.

Whether they are youngsters just starting their teen years or young adults about to leave the "teen-age" moniker behind, Sunnyvale residents who fall into the 13-19 age category have access to a wide variety of fun activities all year round.

Middle school students can take computer, art, cooking, basketball, edible crafts, hip hop or magic lessons — just a few of the after-school recreation classes offered at Sunnyvale and Columbia Middle Schools. An hour after the close of each regular school day, students can head to the drop-in program in their school's multi-purpose room from 4:30-6:00 p.m. to listen to music, enjoy a snack, make crafts, or just chat with friends in a safe and supervised environment.

Is it popular? You bet. Last year, 188 students at Sunnyvale Middle School participated in after-school recreation classes, and the drop-in program racked up even bigger numbers of kids who appreciated having somewhere to go and something to do on weekday afternoons. The program is in full swing for the third year at Sunnyvale Middle School, and the program at Columbia Middle School is celebrating its fifth anniversary.

An evening Drop-In Gym program is also available at the Columbia Neighborhood Center during the school year. Middle and high school teens can stop by on Monday, Wednesday, Friday and Saturday evenings to shoot hoops and use gym facilities. Indoor soccer is offered on Wednesdays.

When it's time for TGIF (thank goodness, it's Friday), middle school teens in Sunnyvale gather for "Friday Night Madness" which takes them on chaperoned trips to popular teen locations such as the Great Mall in Milpitas, Field of Screams in Fremont, and LazerQuest in Mountain View. The teens have also attended Friday night Warriors and Giants games, gone ice skating, and had "Girl's Night In" and "Boys Night In" sleep-overs in the gymnasium.

High school students hit the road

Older teens get out and about to explore new places and experiences through trips organized by Sunnyvale Leisure Services. They go to theater in San Francisco, volunteer at the AIDS Memorial Grove in Golden Gate Park, shop at Union



Square, and hit the snowy slopes with teens from neighboring Mountain View and Los Altos.

Teens in Sunnyvale also hit the road as well-prepared new drivers through the Driver Education classroom program offered at the Sunnyvale Community Center. And those who want to start on the road to fame and fortune get their chance to launch a rock career at the annual "Battle of the Bands" competition each spring. Another type of challenge — a ropes course — will be offered to teens in the summer.

During the summer months, teens can find opportunities to work in paid and volunteer positions in Sunnyvale Leisure Services. Young people ages 16 and older can apply for paid positions as lifeguards, recreation leaders and instructors, gymnastics and preschool instructors, and adult sports scorekeepers. Teens in the 13-16 age bracket can work alongside paid staff as volunteers, gaining experience, working with kids, and having fun. Many of these positions are available during the school year as well.

Teens who would like information on summer recreation jobs should call Jennifer Vivo, Marketing and Special Events Coordinator, at 730-7674 and leave their name and address. Information about upcoming Job Fairs and Interview Days will be mailed.

A comprehensive Teen Resource Guide that provides information on all of the services and agencies available to teens is available at the Sunnyvale Library or online at www.ci.sunnyvale.ca.us/library/resource/index.asp. ☼



NEW FISHBOWL LOCATION NEEDED

For the last several years, the City sponsored a teen nightclub on Saturday nights called "The Fishbowl." It was a very popular gathering spot for high school students to listen to music, poetry readings, comedy acts and other performances, but it outgrew its previous location at LeBoulanger Bakery and Café and has not reopened this school year.

City staff and the Teen Advisory Council members hope that people or businesses in the community can help to find a new home for this program and a safe place for teens to hang out on Saturday nights. If you have a facility that you would like to offer as a place for teens, please contact Kay Whitney at 730-7624.



KIDS HOOP IT UP AT BASKETBALL SHOOT-OUT

Many people can toss a basketball through a hoop. But to do it over and over again — as many times as possible within 60 seconds from specific spots on the court — while being watched by an enthusiastic crowd of onlookers takes both skillful ball handling and calm nerves.

Whoever is able to score the most baskets in these circumstances deserves a prize, and they'll get one at the annual Basketball Shoot-out for Sunnyvale boys and girls in 7th and 8th grades.

The event is scheduled for Friday, Feb. 1, 7 p.m. at the Columbia Neighborhood Center. It is co-spon-

sored by Sunnyvale Public Safety and Parks & Recreation Departments. More than three dozen youngsters representing seven local



public and private middle schools will compete for the first prize of a \$100 savings bond and a new basketball, or second prize of a \$50 savings bond and a new basketball.

Participants are winners of preliminary contests held at each school and all receive souvenir T-shirts. They are joined on the court with community VIPs such as members of the City Council and the Chief of Public Safety who entertain the crowd with their own attempts to shoot hoops while contestant scores are tabulated.

The public is invited to join parents and friends in cheering the youngsters. For further information, call Officer Chavez at 730-7146. ☼

SUBMIT NOMINATIONS FOR ANNUAL RECOGNITION AWARDS

Who has made a major contribution to make Sunnyvale a better place to live or work? Do you know a businessperson with a commitment to strengthening the community? A volunteer or group of volunteers who exemplify the spirit of community service? What about a high school senior who represents the best of this year's graduating class?

Share the special attributes of your friend or colleague by nominating him or her for one of the City of Sunnyvale's annual community recognition awards:

- Sunnyvale Distinguished Citizen of the Year
- Outstanding Community Volunteer
- Outstanding Businessperson of the Year
- Outstanding High School Senior of the Year

Nominations by citizens and community groups are strongly encouraged. **The deadline for nominations is April 12, 2002.**

The City of Sunnyvale takes pride in recognizing the accomplishments of citizens, businesses, and high school seniors. Award winners will be selected by a panel appointed by the mayor, and the awards will be presented at the annual Sunnyvale State of the City celebration. This year the event will be held on May 25, 2002. Save the date.

For more information about the annual Sunnyvale recognition awards, or to obtain nomination forms, please call the Office of the City Manager at 730-7535 or visit the City's website at www.ci.sunnyvale.ca.us.

TAX FILING ASSISTANCE FOR SENIORS

Sunnyvale residents age 60 or older can get free assistance on preparing their income tax returns at the Sunnyvale Senior Center, 820 W. McKinley Ave.

Co-sponsored by the American Association of Retired Persons (AARP), the program will offer appointments between 9 a.m. and 12 noon on Tuesdays and Fridays, Feb. 5 through April 12. Individuals who have capital gains to report need to schedule an appointment at 12 noon to discuss that issue.

For information or to make an appointment, check with the front counter at the Senior Center or call 730-7360.

CITY TO ROLL OUT MOBILE RECREATION VEHICLE

Recreation — on wheels? That's what's planned in the coming months as the City explores a new way to bring fun and recreation to Sunnyvale's youth.

Literally, the City will be "rolling out" a mobile recreation vehicle to various locations throughout the City. The concept involves transporting staff, equipment, and supplies to park sites, schools, or other neigh-

borhood gathering places during after school hours, weekends, and school vacations.

The mobile unit will provide "drop in" activities for a variety of age groups and add flexibility to the City's existing programs. Plans are to first target areas of the City identified as having the greatest need. Additional neighborhoods could be added if a need is identified and resources are available.

Eventually, depending on needs

identified by the community, the purpose of the vehicle will expand beyond providing recreational services to include other services such as education, permitting, registration, or information and referral to community resources.

The new mobile recreation vehicle is one element of the Youth and Family Services Pilot Project approved by City Council earlier this year. The pilot project will imple-

ment a variety of activities to fill high priority needs of Sunnyvale's youth and families.

This exciting and challenging program will involve collaboration among several City departments. If you'd like more information, or have suggestions for possible uses of the mobile vehicle, contact Katherine Chappellear, Manager of Youth and Family Services at kchappellear@ci.sunnyvale.ca.us or 730-7355.

EVENT PLANNING MADE EASIER WITH NEW CITY SERVICES

Planning community events is now a little easier for community groups in Sunnyvale as a result of new services from the City of Sunnyvale.

A phone call to the City's Deputy Communications Officer at 730-7575 will provide event planners with pointers on how to produce a safe and successful event as well as specific information on permits that may be needed, such as approval for amplified



sound or street closure. It is recommended that groups make the contact several months before the event is scheduled.

Another new service for community event organizers is the ability to hang banners at two high profile City locations to help promote free events for the public. While availability is limited, local groups have access to banner display space at the

intersection of Wolfe and El Camino Real and at the Sunnyvale Community Center, if the City is not using the spaces.

Criteria for acceptance to display banners include:

- The banner must promote a community event which expects to draw a crowd of at least 500 and is free and open to the public.
- The sponsoring organization must apply for and receive approval from the City before hanging the

banner. Organizations will be charged a \$200 fee to cover the costs of hanging a banner. (Fee subject to change.)

Banners can be displayed for a maximum of two consecutive weeks per year. Applications and specifications on banner size, content, and style are available from the City's Marketing and Special Events Coordinator at 730-7674. Information is also available on the City's website at www.ci.sunnyvale.ca.us/community-events/.

PATENT & TRADEMARK INFORMATION NOW IN PUBLIC LIBRARY

The collections and patent trademark databases of the Sunnyvale Center for Innovation, Invention and Ideas (SCI³) have relocated to space within the Sunnyvale Public Library. Videoconferencing and training facilities will continue to be available at the previous SCI³ site.

The move increases the number of hours the SCI³ collections and databases are accessible by the public. It also integrates this specialized body of knowledge with the library's broader collection of business law materials and provides convenient access to resource librarians who

can help local inventors research patents, trademarks and copyright information.

The Sunnyvale Center for Innovation, Invention and Ideas, formerly known as the Patent Library, was started in 1994 and is one of only three partnerships between a local organization and the U.S. Patent and Trademark Office in Washington D.C. The partnership arrangement allows patrons of the Sunnyvale facility to use the same automated search tools that patent examiners use for their patent searches.

As part of the relocation into the library, Sunnyvale reference librarians have received specialized training in patent search techniques from representatives of the national Patent and Trademark Office.

Sunnyvale residents with questions about patents, trademarks or copyrights should start at the Reference Desk in the Library where staff will direct them to the appropriate resources. Information on how local businesses or individuals can rent the videoconferencing or training facilities is available by calling 730-7300.

Later in 2002, community groups may apply for a grant from the City to help underwrite a community event. Applications will be available on the City's website at www.ci.sunnyvale.ca.us/community-events/ or by calling 730-7575. Grants will be awarded on a competitive basis with preference given to events expected to attract at least 500 participants. To receive funding, admission to the event must be free and open to the public, the event must be held within Sunnyvale City limits, and sponsoring organizations must be nonprofit. Additional eligibility requirements are listed in the application.

HAZARDOUS HOUSEHOLD PRODUCTS

They’ve done their job for you, now it’s your turn to take care of them

They sit quietly in the garage, garden shed, or the cupboard under the kitchen sink. They’ve done their job - cleaned and polished, got rid of weeds, kept the car running, and sent ants and spiders on their way.

But now these leftover household products are hazardous waste and they need to be handled and disposed of properly.

Every month, Sunnyvale residents can safely dispose of household hazardous waste at free drop-off events at the Household Hazardous Waste Drop-Off Event Site, 168 Carl Rd., in Sunnyvale. Between 8 a.m. and 1 p.m., residents may bring up to five gallons or 50 pounds of household hazardous waste in either their original containers or in non-leaking, sealed containers. The next HHW Drop-Off events are scheduled for February 16, March 16, and April 20.

Accepted materials include pesticides, herbicides, insecticides, aerosol cans, pool chemicals, household and automotive cleaners, batteries, latex or oil-based paints or stains, flammable or combustible liquids, fire extinguishers, motor oil and oil filters, antifreeze and other automotive liquids, and compressed gas cylinders if they are less than five pounds. Ammunition, explosives, radioactive waste, or waste in containers larger than five gallons are not accepted.

Store them safely until disposal

Until they can be brought to the Household Hazardous Waste Drop-Off Events, toxic household products should be safely stored at home.

- Always store containers upright, not on their sides.
- Keep products in their original containers.
- Store them in cool, dry places out of the reach of children.
- Make sure labels are securely fixed to containers and readable.

The best way to handle toxic household products is to buy only the amount needed and to use them up. Extra materials (such as paint and fertilizer, for example) can be shared with friends and neighbors. You can also use other people’s leftovers by “shopping” for household products that have been dropped off at the Household Hazardous Waste Drop-Off Event site. Free materials can be picked up between 1:30 and 2 p.m. on each HHW Drop-Off event Saturday. ♻️

NO CRTS IN THE GARBAGE

A new interpretation of an existing California law now categorizes cathode ray tubes (CRTs) as hazardous waste and prohibits them from being buried in landfills. CRTs are found in television sets, computer screens and other electronic equipment.

Sunnyvale residents may recycle equipment containing CRTs by bringing it to the SMaRT Station®, 301 Carl Rd., seven days a week, 8 a.m. to 5 p.m. A fee of \$15 per CRT will be charged to cover the cost of special handling of this material. CRTs cannot be picked up at the curbside.

A typical CRT contains between two and five pounds of lead. There are no safety or health hazards associated with handling unbroken TVs or CRTs, but if they are placed in the trash or a landfill the lead could potentially contaminate soil and water supplies.

The glass of a broken CRT should be swept up immediately and placed in a bag or box. Do not place the broken glass in the trash! Take it to the SMaRT Station for safe recycling.

SPECIAL CARE OF MERCURY AND FLUORESCENT PRODUCTS

The safe disposal of products containing mercury (such as mercury thermometers and batteries containing mercury) and fluorescent light bulbs and tubes is an emphasis this year in Sunnyvale and throughout Santa Clara County, according to Rich Gurney, Sunnyvale Recycling Coordinator.

Sunnyvale residents may bring mercury or fluorescent products to a Household Hazardous Waste Drop-Off Event. Fluorescent tubes may

also be recycled at the SMaRT Recycling Center®.

“Energy efficient fluorescent lamps have gained in widespread usage over the years as they are three to four times more efficient than incandescent lights in converting electricity to visible light,” he said. “This increasing use of fluorescent lamps has led to growing concern over their proper disposal. Fluorescent lamps contain small quantities of mercury. We need to keep products containing mercury out of our land-

fills so that they do not contaminate soil, water, and fish.”

Gurney reports that an estimated 500 million fluorescent lamps are disposed of in the U.S. each year, dumping more than 30,000 metric tons of mercury-contaminated waste into the nation’s landfills. As a result of improper disposal methods, airborne mercury is deposited in soils and can travel to various water sources. Concentrations of mercury can accumulate in fish that live on food sources located in

streams that have high mercury levels present in their sediment. These fish, if eaten in certain quantities, can pose a threat to human health.

The Santa Clara Valley Urban Runoff Pollution Prevention Program is implementing a Mercury Pollution Prevention Plan in 2002 that will work with many agencies throughout the Bay Area to coordinate the reduction and control of mercury sources and to help protect the streams and creeks flowing into San Francisco Bay.

SHOP TO STOP EXCESS PACKAGING

What would you guess accounts for about one-third of all garbage? Not many people would realize the answer is packaging.

Being able to contain and preserve processed food has its benefits. However, excess or unnecessary packaging is wasteful and adds to the pile of trash going to the landfill.

Extra packaging also adds to the cost of groceries and other goods.

During January, more than 100 communities in the Bay Area and 400+ grocery stores joined together to educate consumers to “Save Money and the Environment, Too” by paying more attention to packaging when shopping. The goal now is to extend this awareness all year long.

Individual servings and disposable products are often the most expensive way to buy goods. Fruit juice, cookies and chips - staples of brown bag lunches for both children and adults — cost twice as much if purchased in individual servings rather than in larger quantities that are divided into smaller helpings. The cost of oatmeal triples if purchased in individual servings, while one ounce packets of sugar are five

times more expensive than buying sugar by the pound.

The extra cost adds up fast. A typical family could save about \$3,000 a year on grocery bills by avoiding disposable products and goods packaged in individual servings.

“Families buy these products for convenience,” said Papia Gambelin, Santa Clara County Public Outreach Specialist, “and may not realize how much extra it’s costing them or how it is impacting the environment.”

These five changes in shopping can significantly help to reduce the amount of packaging that is generated for recycling or garbage disposal, and save money at the cash register.

- 1) **Buy the largest size you need.**
- 2) **Buy in bulk if you know you can use it up before it spoils.**

- 3) **Select products with reduced packaging.**

- 4) **Avoid buying single-serving sizes.**

- 5) **Use concentrated products.**

Gambelin also put in a good word for buying reusable products rather than disposable.

A family of four can save more than \$100 a year by switching from paper to cloth napkins, according to Gambelin, and eliminating two rolls of paper towels a week by using cloth towels can save as much as \$175 per year.

“Once the routine is set, washing and reusing cloth is as simple as recycling a soda can,” Gambelin said, “and you won’t have to shop as frequently or take out the garbage as often.” ♻️

COMMUNITY CALENDAR

KEY		
CC	=	Council Chambers
WCR	=	West Conference Room
CCB	=	Community Center Boardroom
GCR	=	Garden Conference Room

PUBLIC MEETINGS —
City Council, Boards and Commissions

Public Meetings Calendar
February 1 – April 30, 2002

The following are projected dates of City Council meetings, which are held each Tuesday at 7:30 p.m. (study sessions are normally held at 6:30 p.m. prior to Council meeting), Board and Commission meetings, and selected issues on the City Council calendar. All dates shown are subject to change. For more complete information, or to confirm dates and times listed, contact the City Clerk's Office at 730-7483 or call SunDIAL at 774-0262 code 122. City Council meetings are broadcast on KSUN (Cable TV channel 18) live Tuesdays at 7:30 p.m., and rebroadcast 7:30 p.m. Wednesday and 4:00 p.m. Saturday. Planning Commission meetings are broadcast live Mondays at 8:00 p.m. and rebroadcast Thursdays at 8:00 p.m. and 11:00 a.m. Saturday.

CITY COUNCIL

7:30 p.m., CC
February 5, 12, 26 (19 Canceled)
March 5, 19, 26 (12 Canceled)
April 2, 16, 23, 30 (9 Canceled)

BOARD AND COMMISSIONS

Arts Commission, 7 p.m., WCR
February 20
March 20
April 17

Bicycle and Pedestrian Advisory Committee, 6:30 p.m., WCR
February 21
March 21
April 18

Board of Building Code Appeals, 7 p.m., CC
Meetings are held only when necessary. For more information call 730-7444.

Board of Library Trustees, 7:30 p.m., CC
February 4
March 4
April 1

Child Care Advisory Board, 1 p.m., WCR
Meetings are held quarterly only when needed. For more information call 730-7480.

Heritage Preservation Commission, 7 p.m., WCR
No meeting in February
March 6
No meeting in April

Housing and Human Services Commission, 7 p.m., WCR
February 27
March 27
April 24

Parks and Recreation Commission, 7 p.m., CC
February 13, 27
March 13, 27
April 10, 24

Personnel Board, 5 p.m., CC
February 18
March 18
April 15

Planning Commission, 8 p.m., CC (Study Sessions, 7-8 p.m., WCR)
February 11, 25
March 11, 25
April 8, 22

LEISURE –
Theater, Arts, Recreation

For more complete information, or to confirm dates and times, contact the organization listed.

Leisure Activities Calendar
February 1 – April 30, 2002

SUNNYVALE COMMUNITY PLAYERS

For more information or to purchase tickets call 245-4974

Godspell
February 15 - March 10

Oklahoma
April 12 - May 5

CALIFORNIA THEATER CENTER

For more information or to buy tickets call 245-2978

The Reluctant Dragon
February 4 - March 8

Most Valuable Player
March 11 - 29

Bridge to Terabithia
April 1 - 19

The Princess and the Pea
April 22 - May 10

AN EVENING OF CULTURAL ARTS

For more information or to buy tickets call 730-7343

Ramon Romero (Cuerdos de Fuego)
February 8 & 9, 8:00 pm

Laurie Lewis
March 15 & 16

Wesla Whitfield
April 5 & 6

RECYCLING EVENTS AND PROGRAMS

Compost Workshop
Sunnyvale Community Center - Arboretum, 10 a.m. - noon. Workshops are one Saturday per month with registration deadline the day before. For more information call the Recycling Program at 730-7262.

February 9
March 9
April 13

Household Hazardous Waste Drop-Off
Drop-off at Sunnyvale Event Site (164 Carl Rd), 8 a.m. - 1 p.m. For more information call 730-7262.

February 16
March 16
April 20

Environmental Achievement Awards
The Environmental Achievement Awards program is hosted annually around Earth Day by the City of Sunnyvale to recognize organizations and residents who have made outstanding contributions to the quality of the environment. Organizations and residents submit applications, and winners are awarded in four categories: Open Space Preservation & Restoration, Pollution Prevention, Transportation & Energy Efficiency, and Waste Reduction & Recycling. For more information call 730-7278.

Application Deadline
March 23

Extra Dumping at the SMaRT® Station
Free for Sunnyvale Residents
8:30 a.m. - 4:30 p.m.
April 6 & 7, 13 & 14

City-Wide Garage Sale
Sunnyvale's popular citywide garage sales are held every year around Earth Day. You choose the spot. The City buys the ads. You keep the cash! The City coordinates the event to encourage the reuse and recycling of furniture, appliances and other household items so they do not end up in landfills. Call 730-7262 for more information.

April 27 & 28

CHAMBER OF COMMERCE WAKE-UPS
AND MIXERS

For more information call 736-4971

Wake-up Sunnyvale
February 14
March 14
April 11

Mixers
February 28
March 28
April 25

ON-GOING EVENTS

Sign up for a tour of Sunnyvale's Water Pollution Control Plant! To schedule a tour or for more information call 730-7717. ☀️

WHO DESERVES
ENVIRONMENTAL
RECOGNITION?

Nominations are now being accepted for the City of Sunnyvale annual Environmental Achievement Awards. Winners will be honored at the April 23 City Council meeting, the day after the international 2002 Earth Day celebration.

Both residents and businesses will be recognized for their achievements in protecting the environment. Residents and students may enter the essay or art forum by contacting Dorlene Russell at 730-7278. Information is also available on the City's website at www.ci.sunnyvale.ca.us/recycle/, and follow the link to Environmental Achievement Awards.

To enter your business, download an application from the website mentioned above or call the City's Community Relations division at 730-7535 for information.

SAVING ENERGY IS YEAR-ROUND ACTIVITY

Just as there were many ways during the hot summer months to cut back on energy use (and reduce gas and electric bills), residents can save energy and money during cool and damp weather by following these easy-to-live-with tips:

- Set the thermostat at 68 degrees or lower during the day (health permitting)
- Turn thermostat down to 55 degrees at night or when you're away from home for more than four hours

- Use compact fluorescent light bulbs instead of standard incandescent bulbs
- Invest in and install Energy Star® products such as a programmable thermostat, lamps and lighting fixtures, refrigerators, clothes washers and dishwashers that reduce the amount of energy needed for everyday household tasks and comfort
- Replace furnace filters every month during cold winter months when it is running more often

- Have ducts tested for air leakage which can reduce heating efficiency by up to 20%
- Close the damper when the fireplace is not in use so that heat will not escape
- When the sun is out, open drapes and blinds so that rooms will warm up naturally

For information on other energy-saving suggestions and Energy Star® products, call 800-933-9555 or visit www.consumerenergycenter.org. 🌞

Water - Energy - Environment -
THEY CONNECT. CONSERVE.



"The water you conserve in your home protects mine."
-California Clapper Rail

Learn more: call 265-2607 x2554 or visit www.scvwd.dst.ca.us/wtrcnsvr



Santa Clara Valley
Water District
The people behind your water.

INSIDE THIS ISSUE

TOP STORIES

PAGE 1

- Sunnyvale Prepares for the Unexpected
- Online Databases Share Neighborhood Information



PAGE 2

- City Programs Help Make Housing in Sunnyvale Affordable to More
- Shop Sunnyvale — Shop, Dine, Stay and Play
- Coming Attractions in Downtown Sunnyvale
- Direct Calling Route to Public Safety

PAGE 3

- Preparing for Emergency Involves Common Sense and Everyday Actions
- What to Do if Trapped in Debris
- If You are Asked to “Shelter in Place”
- It Takes a Community to Keep a Community Safe
- How to Report an Emergency

GOVERNMENT IN ACTION

PAGE 4

- City Council Sets Priorities for 2002 Studies
- Key 2002 Priorities
- Sunnyvale Municipal Election Results

- Mayor, Vice Mayor Selected

PAGE 5

- Changes Adopted for Boards, Commissions to Increase Their Effectiveness and Appeal
- Home Improvement Help Also Offered by City

PAGE 6

- Where Do Your Local Tax Dollars Go? The Answers May Surprise You
- Communication With City is Two-Way Street

COMMUNITY PROGRAMS

PAGE 7

- Cultural Arts Programs Bring Musical Variety to Sunnyvale
- Pathway Now Called John W. Christian Greenbelt
- Job Opportunities
- Governor Davis Visits Sunnyvale to Announce Employment Grant

PAGE 8

- What's There For Teens To Do In Sunnyvale? Lots!
- Channel 60 — Sunnyvale's Public Access Station
- New Fishtown Location Needed



PAGE 9

- Submit Nominations for Annual Recognition Awards

- Tax Filing Assistance for Seniors
- City to Roll Out Mobile Recreation Vehicle

- Event Planning Made Easier with New City Services

- Patent & Trademark Information Now in Public Library

THE ENVIRONMENT

PAGE 10

- Hazardous Household Products
- No CRTs in the Garbage
- Special Care of Mercury and Fluorescent Products
- Shop to Stop Excess Packaging

PAGE 11

- Who Deserves Environmental Recognition?
- Saving Energy is Year-Round Activity

COMMUNITY CALENDAR

PAGE 11

- Public Meetings
- Leisure Activities



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